

GREATEST TOMATOES FROM EUROPE. THE ART OF PERFECTION, PRESERVED FOR ALL TASTES.

PRESS RELEASE

CHEERS! CULINARY DEMONSTRATIONS LIVE WITH THE GREATEST TOMATOES FROM EUROPE!

Los Angeles – January 18, 2021 – **The Greatest Tomatoes from Europe** invites you to join us Live this week as we titillate tastebuds and provide delicious recipes that'll inspire you in the kitchen.

In conjunction with our participation in the Specialty Food Live! Virtual Marketplace, we're going live with eight **SFA Live! Culinary Demonstrations** on **Facebook Live!** Toast the New Year with recipes like a **GTFE Twist on the Classic Bloody Mary!**

During our 8 cooking sessions, Corporate Executive Chef Giacomo Pagano will tempt you with such dishes as **Poached Eggs with Spicy Tomato Sauce** and **Crispy Spicy Spaghetti with Prawns**, all base on the deliciousness of the Greatest Tomatoes from Europe! Chef will demonstrate how European Canned Tomatoes deliver flavor, quality and health to your dishes, as well as how versatile these tomatoes can be, from a spicy breakfast to sensational cocktails, main courses and everything in between.

Come visit the **ANICAV / GTFE** Digital Pavilion at the Specialty Food Live! Virtual Marketplace and watch delicious **Culinary Demonstrations!** to learn everything you ever wanted to know about **The Greatest Tomatoes from Europe!**

When: January 19-22, 2021

Where: Specialty Food Live! January a Virtual Marketplace. Link in from your home or office and be a part of our tomato extravaganza!

Check out our **GTFE SF LIVE!™ Virtual Profile & Showroom** where you can meet, chat and learn about some of our member companies. Even if you don't recognize their names you have probably already tasted their delicious product. Names like Alfonso Sellitto, Davia, La Doria, Mangia, Nobile Calispa, and Steriltom. Learn about the tradition and culture, arrange for samples, watch videos, grab catalogs and much more.

Join us for SFA Live! Culinary Demonstrations on Facebook Live!

January 19:

<https://fb.me/e/Fxvg3c7o>

- **9:00 AM (PST) – GTFE twist on the classic Bloody Mary**
- **2:00 PM (PST) – Poached Eggs with Spicy Tomato Sauce**

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January 20

<https://fb.me/e/6CO5fEI6f>

- 9:00 AM (PST) – Bucatini alla Norma
- 2:00 PM (PST) – Crispy Spicy Spaghetti with Prawns

January 21

<https://fb.me/e/VsUSit9a>

- 9:00 AM (PST) – Poached Eggs with Spicy Tomato Sauce
- 2:00 PM (PST) – Bucatini alla Norma

January 22

<https://fb.me/e/gtfPIKIND>

- 9:00 AM (PST) – Crispy Spicy Spaghetti with Prawns
- 2:00 PM (PST) – Bloody Mary end of show toast!

Other recipes can be provided in advance for you to ask questions and **cook along with Chef Live!**

To register for the show itself, please go to: <https://shopspecialtyfood.balluun.com/en-us/registration>

RECIPES:

GTFE twist on the classic Bloody Mary

Serves 12, 8 oz servings



Ingredients

- 2, 24.28 oz bottles Tomato Puree (Passata)
 - 1, 750 bottle of Vodka
- 4 each fresh jalapeno peppers, seeded and chopped
 - 3 tbsp fresh horseradish, grated
 - 1 bunch cilantro, divided
 - 8 each limes, juiced
 - 2 tbsp celery seeds
 - 2 tbsp Worcestershire sauce

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- 1 tbsp hot sauce
- 2 tbsp soy sauce
- 2 tbsp freshly ground black pepper

To garnish

- sea salt
- celery sticks
- green olives

Directions:

In a large pitcher, combine **Greatest Tomatoes from Europe Tomato Puree (Passata)**, vodka, beer, jalapenos, horseradish, 2 tablespoons cilantro leaves, lime juice, celery seeds, Worcestershire sauce, hot sauce, soy sauce and black pepper.

Stir ingredients to combine and muddle the mixture; Add water to thin to desired consistency. Strain if desired.

To serve, wet rim of serving glass and dip in sea salt.

Garnish serving glass with celery stick, whole cilantro sprig and olives. Enjoy!

Poached Eggs with Spicy Tomato Sauce

Serves: 6 to 8

Ingredients

- 2 tablespoons Extra virgin olive oil
- 1 cup Yellow onion, finely chopped
- 1 each Red bell pepper, small dice
- 1 each Yellow bell pepper, small dice
- 1 each Jalapeno pepper, seeded and deveined, finely chopped
- 1 teaspoon Garlic, finely chopped
- 1/2 teaspoon Kosher salt
- 1/4 teaspoon Black pepper
- 1/2 teaspoon cumin
- 1/4 teaspoon Tumeric
- 2, 14.28 oz. cans Chopped Tomatoes in Puree
- 3 each Bay leaves
- 8 each Large eggs
- 1/2 cup Fresh cilantro, chopped (Garnish)



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- 1/4 cup Cotija cheese (Garnish)
- 1 each French baguette, 1/2-inch-thick slices, toasted or grilled

Procedure:

In a large skillet, heat oil over medium low heat. Add onions, red and yellow bell peppers, jalapeno and garlic; stir to combine. Season with salt, pepper, cumin and tumeric. Continue to sauté mixture over medium heat until ingredients are soft; about 10 minutes, stirring occasionally. Add the ***Greatest Tomatoes from Europe Chopped Tomatoes in Puree*** and bay leaves. Stir to combine and continue cooking for an additional 5 minutes. Remove bay leaves from sauce. With a wooden spoon or spatula, make 8 small round indentations in the tomato mixture in the pan to make room for the eggs. Carefully crack each egg, one at a time, into each space created for them in the pan. Cover the pan and continue to cook over low heat for about 3 to 5 minutes, until the egg yolks are soft and still runny in the middle. Remove pan from heat and garnish with fresh cilantro and cotija cheese. Serve immediately with toasted sliced French bread for dipping. Enjoy!

See you Live!

Enjoy – It's from Europe!

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ABOUT:

GREATEST TOMATOES FROM EUROPE - www.greatesttomatoesfromeurope.com

Greatest Tomatoes from Europe is not a specific BRAND, it is the slogan of a campaign co-financed by the European Commission promoting preserved (canned) tomatoes. Known for their rich flavor and high quality, they are indeed a culinary treasure in your kitchen.

ANICAV – www.anicav.it

Italian Association of Canned Tomatoes Producers - representing the world's finest European preserved tomatoes. ANICAV members account for over 60% of all the processed tomatoes in Italy, and nearly all the whole peeled tomatoes produced in the world, including the internationally well-known San Marzano dell'Agro Sarnese-Nocerino DOP.

Visit our Pavilion and discover the high quality of our European canned tomatoes; grown in a generous and fertile land, picked at their peak of ripeness, preserved by time-honored methods, they are naturally the highest in quality, flavor, versatility and goodness. We look forward to meeting you!

CORPORATE EXECUTIVE CHEF GIACOMO PAGANO

“Where there is art, there is flavor.” Born in Naples, Italy, Chef Giacomo Pagano has been passionate about cooking since he was a young boy. Chef Pagano has worked for several fine dining establishments, including the Ritz Carlton, Laguna Niguel and The Four Seasons, Newport Beach. Currently, Chef Pagano is the chef owner of Buon Appetito Catering.

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